

CLAIMS

We claim:

1       1. A scented pen having a housing or barrel having  
2 advertising on said pen.

1       2. The scented pen of claim 1, wherein said advertising  
2 includes a logo, said advertising and logo being imprinted on the  
3 housing or barrel thereof.

1       3. The scented pen of claim 1, wherein said pen is a  
2 ballpoint pen and said advertising is imprinted on the housing  
3 or barrel thereof.

1       4. The scented pen of claim 3, wherein said scented pen  
2 gives off an aroma related to said advertising.

1       5. The scented pen of claim 4, wherein said pen has a  
2 coated metal barrel and said scent is incorporated in said  
3 coating.

1       6. The scented pen of claim 4, wherein said pen has a  
2 plastic barrel and said scent is incorporated in said plastic  
3 barrel.

1       7. The scented pen of claim 4, wherein said pen has a soft,  
2 plastic polymer or rubber grip having said scent incorporated  
3 into said grip, said grip being recessed into said housing.

1       8. The scented pen of claim 7, wherein said scent  
2 incorporated in said grip gives off the aroma of a product sold  
3 by the advertiser identified in said advertisement, said pen  
4 having a color characteristic of the product.

1       9. The scented pen of claim 7, wherein said scent is  
2 specific to a commercial establishment with which the aroma given  
3 off is associated, such as the aroma of coffee with a coffee  
4 house.

1       10. The scented pen of claim 7, wherein said scent is  
2 specific to an advertiser providing said advertisement to promote  
3 its products, services, or overall impression.

1       11. The scented pen of claim 10, wherein said scent  
2 provides the aroma of coffee for a coffee shop promoting coffee  
3 drinks, and a grower, grinder, or supplier promoting coffee beans  
4 and grounds.

1       12. The scented pen of claim 10, wherein said scent  
2 provides the aroma of flowers for a florist or grower promoting  
3 flowers, and a ladies' boutique promoting a feminine atmosphere.

1       13. The scented pen of claim 10, wherein said scent  
2 provides the aroma of vanilla for a bakery promoting baked goods,  
3 and a massage therapist promoting aromatherapy or aromachology.

1       14. The scented pen of claim 10, wherein said scent  
2 provides the aroma of perfume for a manufacturer or retailer  
3 promoting perfume, and a spa promoting a feminine atmosphere.

1       15. The scented pen of claim 10, wherein said scent  
2 provides the aroma of popcorn for promoting a theater.

1       16. The scented pen of claim 10, wherein said scent  
2 provides the aroma of chocolate for promoting a candy shop.

1       17. The scented pen of claim 10, wherein said scent  
2 provides a generally pleasing aroma for promoting any business  
3 establishment, event, or resort having a well-known brand or  
4 logo.

1       18. A scented ball point pen having an advertisement  
2 thereon and having a scent giving off an aroma specific to a  
3 product, service, or overall impression as desired by an  
4 advertiser.

1       19. The scented ball point pen of claim 18, wherein said  
2 pen has a barrel incorporating a scented soft plastic polymeric  
3 or rubber grip therein.

1       20. A scented ball point pen having an advertisement  
2 thereon, said pen having a barrel incorporating a scented soft  
3 plastic polymeric or rubber grip therein, said scented grip  
4 giving off a pleasant aroma.